

1st EDITION	CALENDAR SPONSOR CHICAGO 2024		Contact: nsmyth@sponsorchicago.com - 312.799.0354		
DATE	EVENT	Location	Estimated Attendance	DEMOGRAPHICS	TYPE
TBA	Golden Con- Thank You for Being a Fan	Chicago, IL	20,000	LGBTQ ; Millennials, Gen X	Fan Convention
4/19-4/20	Salt Lake City Marathon & Lifestyle Expo	Salt Lake City, UT	25,000	Active, health conscious , upscale, influencers	Marathon
5/7-5/7	Walk for Wellness House	Hinsdale, IL	3,000	Active, health conscious , upscale, influencers	Walk
5/19-5/19	Chicago Spring Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Marathon
TBA	Randolph Street Market	Chicago,IL	15,000	Upscale Millennials and GenX	Festival Market
5/24-5/26	Belmont - Sheffield Music Festival	Chicago, IL	40,000	Upscale Millennials	Festival
TBD May	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival
5/31-6/2	Lincoln Park Greek Fest	Chicago, IL	20,000	Upscale millennials, professionals	
6/1-6/2	Windy City Hot Dog Festival	Chicago, IL	30,000	Millennials, families	Festival
6/8-6/9	Wells Street Art Festival	Chicago, IL	70,000	Upscale Millennials, Gen X	Festival
6/14-6/16	Ribfest Chicago	Chicago, IL	60,000	Foodies, families, Millennials	Festival
6/22-6/23	Chicago Pride Fest	Chicago, IL	100,000	LGBTQ	Festival
6/29-6/29	Chicago's Pride Music Festival	Grant Park, Chicago, IL	20,000	LGBTQ	Festival
6/30-6/30	Chicago Pride Parade	Chicago, IL	1M	LGBTQ	Parade
7/4-7/4	Lake Forest 4th of July Festival & Fireworks	Lake Forest, IL	20,000	Upscale suburban families	Festival
7/5-7/7	Craft Beer Festival	Chicago, IL	15,000	Millennials, Gen X, urban professionals, families	Festival
7/12-7/14 (pending)	Clark Street Fair	Wrigleyville, chicago	60,000	Millennials, Gen X, urban professionals, families	Festival
7/13-7/13	Old School Reunion- The Chosen Few	Chicago, IL	50,000	Upscale African American Millennials, Gen X	Festival
7/13-7/14	Clark Street Fair	Wrigleyville, chicago	60,000	Millennials, Gen X, urban professionals, families	Festival
7/19-7/21	Burger Fest	Chicago, IL	60,000	Millennials, Foodies	Festival
7/19-7/21	Taste of River North	Chicago, IL	40,000	Millennials, Foodies	Festival
7/25-7/28	Lincolnwood Festival	Lincolnwood, IL	50,000	Millennials, families	Festival
7/26-7/28	Taste of Lincoln	Chicago,IL	50,000	Millennials, Gen X, urban professionals, families	Festival
7/29-7/30	Chinatown Summer Fair	Chicago,IL	50,000	Asian & General Market Families	Festival
TBA	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
8/2-8/4	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival
8/2-8/4	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo
8/9-8/11	Northalsted Market Days	Chicago, IL	100,000	GLBT	Festival
8/16-8/18	Festival Polonaise	Arlington Heights ,IL	40,000	Polish American families	Festival
8/17-8/17	Lake Forest Music Festival	Lake Forest, IL	10,000	Very upscale suburban families	Festival
8/23-8/25	Taste of Greentown	Chicago,IL	50,000	Millennials, Gen X Urban professionals; families	Festival
8/24-8/25	Taco Fest	Chicago,IL	50,000	Young, sophisticated, urban professionals	Festival
8/30-9/2	Naperville Last Fling	Naperville, IL	50,000	Families	Festival
8/24-8/25	Taco Fest	Hyde Park, Chicago	50,000	African American families	Festival
9/6-9/8	Taco & Tequila Fest	Chicago, IL	20,000	Foodies, Millennials	Festival
9/14-9/15	Mexican independence Day Festival	Downtown Chicago	50,000	Mexican-American families	
9/15-9/15	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
9/21-9/21	World Dumpling Festival	Chicago, IL	10,000	Millennials, Foodies	Festival
9/27-9/29	St Alphonsus OctoberFest	Chicago,IL	50,000	Urban professionals, families	Festival
TBA	Randolph Street Market	Chicago,IL	25,000	Upscale, educated Millennials and GenX	Festival Market
9/29-9/29	Chicago Fall Half Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Run
TBA	Lakeview East Oktoberfest	Chicago, IL	15,000	Millennials, Gen X Urban professionals; families	
9/28/ or9//29	AIDS Run & Walk	Chicago, IL	3,000	A25-54; GLBT	Run
9/28-9/28	Colorado Springs Marathon	Colorado Springs, CO	2,000	Active, health conscious , upscale, influencers	Run
10/4-10/6	Lincoln Park Wine Fest	Lincoln Park, Chicago	10,000	Young, sophisticated, urban professionals	Festival
10/16-10/16	Chicago Film Festival Opening Night Block Party	Chicago,IL	5,000	Upscale, post college, urban influencers	Festival
10/19-10/19	Crypt Run	Chicago,IL	2,500	Upscale, active, young professionals	Run
TBD Autumn	The Lucky 13	Panama City, FL	25,000	Motorcycle enthusiasts; A25-54	Festival
10/31-10/31	Northalsted Halloween Parade & Festival	Chicago,IL	30,000	A25-54;GLBT and General Market	Parade
TBA Nov	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
TBA Dec	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
TBD	Black Women's Expo	Atlanta, GA	20,000	Educated, professional, African American women A25-54	Expo
Please visit <a href="http://www.sponsorchicago.com">www.sponsorchicago.com</a> for event / venue descriptions.			Contact: Norine Smyth. 312.799.0354. nsmyth@sponsorchicago.com		